

DRAFT

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION & RECREATION COMMITTEE**

DRAFT

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Thursday, August 14, 2014 at the Brown County Fairgrounds, 1500 Fort Howard Avenue, De Pere, Wisconsin.

Present: Chair Vander Leest, Supervisor Katers, Supervisor Van Dyck, Supervisor Gruszynski, Supervisor Campbell
Also Present: Scott Anthes, Neil Anderson, Matt Kriese, Marv Hanson, Cora Haltaufderheid, Beth Lemke, Kasha Huntowski, Lynn Stainbrook, Lori Denault, Kathy Pletcher, Doug Marsh, Dick Koltz, Steve Corrigan and other interested parties

A tour of the fairgrounds and the property near the fairgrounds (related to Item #7) was given prior to the start of the meeting.

I. **Call to Order.**
The meeting was called to order by Chair Vander Leest at 5:54 p.m.

II. **Approve/Modify Agenda.**

Motion made by Supervisor Campbell, seconded by Supervisor Katers to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY

III. **Approve/modify minutes of July 1, 2014.**

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY

Comments from the Public

1. **Review minutes of:**
a. **Library Board (June 19, 2014).**

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

b. **Neville Public Museum Governing Board (July 14, 2014).**

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Communications

2. **Communication from Supervisor Van Dyck re: Consider rescinding the prior approval of a \$10,000 appropriation for a feasibility study to bring a museum ship to Brown County. Held for 30 days.**

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

3. **Communication from Supervisor Gruszynski re: Explore and report on the cost and interest of clearing the Fox River Trail during winter months. Held for 60 days.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Park Management & NEW Zoo

4. **Budget Status Financial Report for June, 2014.**

Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

5. **Request to Approve the 2014 Deer Hunting Season Dates within the Parks.**

Vander Leest received a call from Chairman Erickson asking to work with the park to get this implemented. Assistant Park Director Matt Kriese informed that he had spoken with Erickson. They were looking to purchase two archery blocks. The charge for bow hunters would be \$7.

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

6. **Request to Approve Low Bidder: Peters Concrete for Project 1565D, Northern Pike Spawning Marsh and Impoundment Reconstruction.**

Although the base bid was \$296,680 they had to reduce the amount to comply with the WDNR wetland regulatory office. Their permit was only granted at a 5:1 versus the 6:1 side slope proposed. This ultimately reduced the cubic yards of excavation and reduced the bid to \$270,433. The budget for this was as follows: \$199,292- from Parks grant through Ducks Unlimited, \$61,639 from LWCD/Packers/Ducks Unlimited, and \$20,000 NRDA funds. Remaining funds will be used for seeding.

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to refer back to staff and bring back more info at next meeting. Vote taken. MOTION CARRIED UNANIMOUSLY

7. **Discussion of Property Acquisition near the Fairgrounds (per Fair Board).**

Fair Board Member Dick Koltz stated they were looking to form a non-profit Friends of the Fair Group. Vander Leest felt there needed to be more discussion with Administration and the County Executive before approval and requested that they refer this back to staff to continue to work with the Fair Board for this project.

Motion made by Supervisor Van Dyck, seconded by Supervisor Gruszynski to refer to staff and bring back report to next meeting. Vote taken. MOTION CARRIED UNANIMOUSLY

8. **Attendance Report.**

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

9. **Field Staff Reports.**

Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

10. **Assistant Park Director's Report.**

Assistant Park Director Matt Kriese spoke to the Director's Report attachments located in the agenda packet.

Also, 7 individuals had the opportunity to go down the zip line at the NEW Zoo that would normally not be able to due to disabilities. The zip line was designed with the intent that they would offer this to individuals with disabilities.

Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

11. Zoo & Park Management - 2015 Five-year Capital Improvement Plan (CIP).

The CIP provided a snapshot of future projects recommended by the County Executive as well as staff to the Board.

Motion made by Supervisor Gruszynski seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

12. NEW Zoo Budget Status Financial Report for June, 2014.

Expenses: Utility cost increased due to cold weather. Operations and Maintenance increased early in the year due to several water line breaks and equipment repairs and now below 2013. Cost of Sales consistent with 2013 YTD.

Revenues: Public charges and zoo passes were significantly up from 2013.

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file Item 13a, I and ii. Vote taken. MOTION CARRIED UNANIMOUSLY

13. NEW Zoo Monthly Activity Report:

a. Operations Report:

- i. Admissions, Revenue, Attendance Report.**
- ii. Gift Shop, Mayan Zoo Pass Revenue Report.**

NEW Zoo Director Neil Anderson informed that zoo passes were going well this year, excess of 20,000. July's numbers were up 28% from last year. The ZOO and Adventure Park was seeing a lot of increase. They now have tickets in place for gift options verses wrist bands they previously sold.

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file Item 13a, I and ii. Vote taken. MOTION CARRIED UNANIMOUSLY

b. Curator Report.

They were redoing the children's fencing. It was aged way beyond. Their maintenance staff was putting in vinyl covered chain-link fencing, everything looked brand new.

c. Education & Volunteer Report.

Things were going really well, including summer camp programs; registration nearing capacity, about 10% of space remained by the end of June.

The NEW Zoo and Adventure Park Facebook page had over 26,000 likes.

Their armadillo, Rollie, had over 1.8 million views on YouTube.

d. Maintenance Report for July, 2014.

e. Zoo Director Report.

Anderson informed that they had another successful "Feast with the Beast". They sold out to 1,200 people. It went very well!

A tree service group approached them about removing trees annually for the zoo at no charge. It was the Veterans Group, Operation Desert Storm.

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to suspend the rules and take Items 13b through e together. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file 13b though e. Vote taken. MOTION CARRIED UNANIMOUSLY

Museum

14. Director's Report.

Museum Director Beth Lemke introduced the new Director of Development & Marketing Kasha Huntowski.

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to suspend the rules and take Items 14 through 18 together. Vote taken. MOTION CARRIED UNANIMOUSLY

15. **June 2014 Daily Attendance.** *See action at Item 18.*

16. **Attendance 5-Year.** *See action at Item 18.*

17. **Budget Status Financial Report for June, 2014.** *See action at Item 18.*

18. **Budget Performance Report.**

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file Items 14 through 18. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

19. **Budget Status Report for June, 2014.**

The golf course was a seasonal operation that ran from April to November. At the present time all Revenues and Expenses were well within budgeted amounts. Golf Course opened April 21st and was using temporary greens through May 15th. Discounted greens fees were in place for that time period.

Motion made by Supervisor Campbell, seconded by Supervisor Katers to suspend the rules and take Items 19 through 21 together. Vote taken. MOTION CARRIED UNANIMOUSLY

20. **Golf Course Statistics for July, 2014.** *See action at Item 21.*

21. **Superintendent's Report.**

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file Items 19 through 21. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

22. **Budget Status Financial Report for June, 2014.**

Revenues: Intergovt'l revenue was under budget due to non-payment by one county for their patron use of Brown County libraries. Charges for sales and services was also under budget due to decline in fines and fees revenue being generated.

Expenses: Gas budget was over budget due to cold weather this past winter, however, electric was under budget. Other utilities were high due to increased pricing for data lines.

Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

23. **2015 Five-year Capital Improvement Plan (CIP).**

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

24. **Director's Report.**

Library Director Lynn Stainbrook spoke to the Director's Report attachments located in the agenda packet.

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Resch Centre/Arena/Shopko Hall

25. **Complex Attendance for the Brown County Veterans Memorial Complex for July, 2014.**

Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

26. **Audit of bills. *No bills, no action.***

27. **Such other matters as authorized by law. None.**

28. **Adjourn.**

Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to adjourn at 5:15 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia A. Loehlein
Recording Secretary

JEM Marketing WTMJ digital campaign:

- The response from the website is great regarding the for Touchdown
- We want to see a 0.05-0.10% CTR and our campaign is doing over a 0.27—which is fantastic!

JEM Marketing Social Advertising Marketing Summary

- Press Gazette Media Facebook campaign
- Split the campaign into two 6 week segments
 - *Touchdown* first and *Agriculture to Tavern Culture* second
- delivered 187,481 impressions (how many times the ad has populated on someone's Facebook page)
- Leads--56 people who have received the BOGO offer in their e-mails. Meaning that even if they have yet to come in and redeem their offer, they are planning to do so before the end of the year.
- current click-through-rate is **0.98%**
 - industry-standard click-through-rate for an "entertainment" business type is 0.439%
 - typical click-through-rate for a non-profit is 0.205%
 - we getting the ad in front of people, people are seeing the ad, people are taking action on the ad at a much higher rate than normal

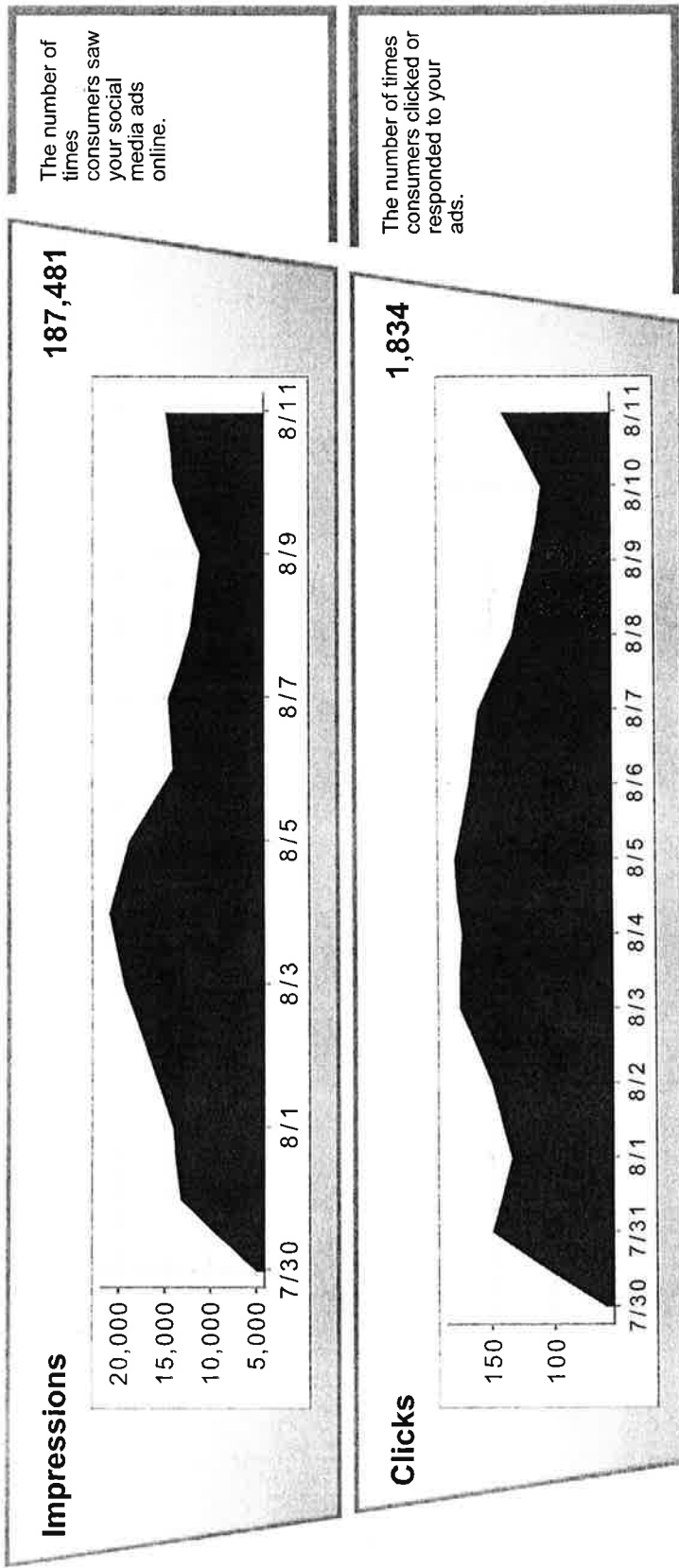
The RFP **NPM Scope of Services Strategic Audience Analysis and Key Message for Project 1896** is published on both Brown County and Onvia DemandStar

updated timeline

Milestone	Date	Time (CST)
Standing Committee: Recommended for Approval by Ed & Rec Committee & Museum Foundation Board	April, 2014	
County Board Approval to Post RFP	April 16, 2014	
RFP Published	August 8, 2014	
RFP Questions Due , Post Site Visit	August 20, 2014	3:00 PM
RFP Questions & Answers Published	August 22, 2014	3:00 PM
RFP Responses Due from Vendors	September 4, 2014	3:00 PM
Preliminary RFP Review to address potential budget issues	September 5, 2014	3:00 PM
Selection Team Kickoff Meeting	September 9, 2014	
Preliminary Scoring Meeting from proposal review	September 19, 2014	
Interview / Reference Checks, if Required	September 22-25, 2014	
Consensus Scoring Meeting	September 25, 2014	
Send out Thank You & Intent to Award Letters	September 25, 2014	
Contract Negotiations / Obtain Signatures	September 26, 2014	
Complete Contract Signing	September 30, 2014	
Service Commences	October 1, 2014	
Expected date of completion (<i>not to exceed date</i>)	December 31, 2014	

Social Advertising Marketing Summary

This report provides a summary of social ad metrics for the requested time period.



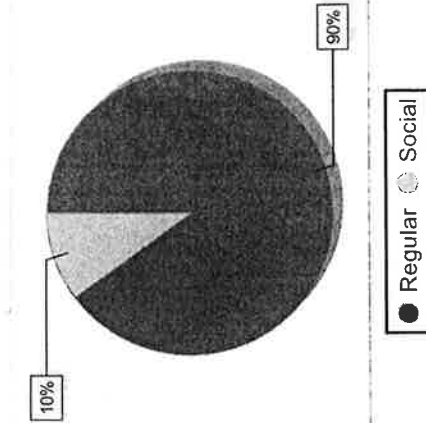
Month	Impr.	Clicks	CTR	Page Likes	Offers Claimed	Actions
July 2014	18,070	208	1.15%	3	0	166
August 2014	169,411	1,626	0.96%	13	0	998

Social Advertising Marketing Summary

This report provides a summary of social ad metrics for the requested time period.

Impressions Breakdown

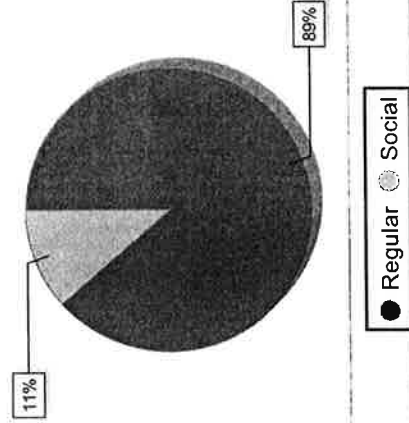
Regular	187,481
Social	21,027



Social impressions are the number of times your social media ads were served to users with social media endorsements.

Clicks Breakdown

Regular	1,834
Social	238



Social clicks are the number of times your social media ads were clicked on after being served to users with social media endorsements.

Neville Public Musuem Foundation All Providers - All Campaigns

Social Media Campaigns

This report provides a summary of social media campaigns for the requested time period.

Name	Impr.	Clicks	CTR	Page Likes	Offers Claimed	Actions
No Data	14,595	139	0.95%	0	0	79
Neville Public Musuem Foundation, ST2, LEAD, FBLP, JF - ENTERTAINMENT	172,886	1,695	0.98%	16	0	1,085

Budget Worksheet Report

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Revenue		
Department	034	Golf Course
Division	001	General
4600.999	Charges and fees Bad debts	\$0.00
4601.006	Sales Concessions	\$0.00
4601.545	Sales Salvage	\$0.00
4601.710	Sales Green fees	\$605,000.00
4601.720	Sales Carts	\$180,000.00
4603.005	Rent Land	\$1,086.00
4900	Miscellaneous	\$500.00
4901	Donations	\$60,000.00
4905	Interest	(\$2,500.00)
4990	Cash Over/Short	\$0.00
9002	Transfer in	\$0.00
Division Total: General		\$844,086.00
090	Clubhouse	
4600.999	Charges and fees Bad debts	\$0.00
4601.006	Sales Concessions	\$88,000.00
4900	Miscellaneous	\$0.00
Division Total: Clubhouse		\$88,000.00
Department Total: Golf Course		\$932,086.00
Revenue Totals		\$932,086.00
Expenses		
Department	034	Golf Course
Division	001	General
5100	Regular earnings	\$220,000.00
5100.998	Regular earnings Budget only	\$2,360.00
5102	Paid leave earnings	\$0.00
5102.100	Paid leave earnings Paid Leave	\$0.00

Budget Worksheet Report

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Department	034	Golf Course
Division	001	General
5102.200	Paid leave earnings Personal	\$0.00
5102.300	Paid leave earnings Casual	\$0.00
5102.400	Paid leave earnings Sick	\$0.00
5102.500	Paid leave earnings Holiday	\$0.00
5102.600	Paid leave earnings Other (funeral, jury duty, etc)	\$0.00
5102.999	Paid leave earnings Accrual	\$0.00
5103	Premium	\$0.00
5103.000	Premium Overtime	\$0.00
5103.100	Premium Comp time premium	\$0.00
5103.200	Premium Shift differential	\$0.00
5103.300	Premium Holiday	\$0.00
5109.400	Salaries reimbursement Workers compensation	\$0.00
5110	Fringe benefits	\$0.00
5110.100	Fringe benefits FICA	\$15,000.00
5110.110	Fringe benefits Unemployment compensation	\$700.00
5110.199	Fringe benefits Back pay fringe	\$0.00
5110.200	Fringe benefits Health insurance	\$29,190.00
5110.210	Fringe benefits Dental Insurance	\$2,280.00
5110.220	Fringe benefits Life Insurance	\$50.00
5110.230	Fringe benefits LT disability insurance	\$451.00
5110.235	Fringe benefits Disability Insurance	\$2,353.00
5110.240	Fringe benefits Workers compensation insurance	\$3,975.00
5110.300	Fringe benefits Retirement	\$10,000.00
5110.310	Fringe benefits Retirement credit	\$0.00

Budget Worksheet Report

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Department	034	Golf Course
Division	001	General
5198	Fringe benefits - Budget only	\$0.00
5203.100	Employee allowance Clothing	\$152.00
5300	Supplies	\$11,000.00
5300.001	Supplies Office	\$400.00
5300.003	Supplies Technology	\$0.00
5300.004	Supplies Postage	\$100.00
5300.010	Supplies Tee and Green	\$2,000.00
5300.011	Supplies Irrigation	\$2,500.00
5303	Copy expense	\$0.00
5304	Printing	\$0.00
5305	Dues and memberships	\$1,695.00
5306.100	Maintenance agreement Software	\$1,500.00
5307.100	Repairs and maintenance Equipment	\$20,000.00
5307.200	Repairs and maintenance Vehicle	\$1,000.00
5307.300	Repairs and maintenance Building	\$1,000.00
5307.400	Repairs and maintenance Grounds	\$55,000.00
5308.100	Vehicle/equipment Gas, oil, etc.	\$28,500.00
5308.900	Vehicle/equipment Contra	(\$800.00)
5310	Advertising and public notice	\$7,500.00
5320.100	Rental Equipment	\$27,000.00
5335	Software/Licenses	\$0.00
5340	Travel and training	\$500.00
5365	Special events	\$60,000.00
5390	Miscellaneous	\$0.00
5392	Service fees	\$13,000.00

Budget Worksheet Report

2014 Estimated
Amount

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Department	034	Golf Course
Division	001	General
5395	Equipment - nonoutlay	\$0.00
5395.003	Equipment - nonoutlay technology	\$0.00
5501	Electric	\$10,000.00
5502	Gas, oil, etc. -	\$2,500.00
5503	Water & sewer	\$125.00
5503.100	Water & sewer Storm water management	\$4,500.00
5505	Telephone	\$1,000.00
5505.100	Telephone cell	\$1,200.00
5507	Other utilities	\$2,424.00
5600	Indirect cost	\$26,835.00
5601.100	Intra-county expense Technology services	\$32,967.00
5601.200	Intra-county expense Insurance	\$7,908.00
5601.400	intra-county expense Copy center	\$400.00
5601.450	Intra-county expense Departmental copiers	\$66.00
5601.550	Intra-county expense Document center	\$0.00
5601.560	Intra-county expense Fleet management	\$0.00
5700	Contracted services	\$4,485.00
5704	Security	\$383.00
5708	Professional services	\$84,000.00
5902	Interest expense	\$0.00
6000.005	Depreciation Land improvements	\$43,436.00
6000.010	Depreciation Buildings	\$41,352.00
6000.020	Depreciation Equipment	\$31,003.00
6110	Outlay	\$0.00

Budget Worksheet Report

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Department	034	Golf Course
Division	001	General
6110.020	Outlay Equipment (\$5,000+)	\$34,968.00
6110.900	Outlay Contra	(\$34,968.00)
6190	Disposition of fixed assets	\$0.00
9003.100	Transfer out General Fund	\$30,000.00
Division Total: General		\$842,990.00
	090	Clubhouse
5300	Supplies	\$3,500.00
5307.100	Repairs and maintenance Equipment	\$3,500.00
5307.300	Repairs and maintenance Building	\$3,000.00
5308.100	Vehicle/equipment Gas, oil, etc.	\$0.00
5390	Miscellaneous	\$0.00
5395	Equipment - nonoutlay	\$0.00
5501	Electric	\$18,000.00
5502	Gas, oil, etc.	\$16,000.00
5505	Telephone	\$50.00
5505.100	Telephone cell	\$0.00
5507	Other utilities	\$0.00
5700	Contracted services	\$23,710.00
5704	Security	\$375.00
5708	Professional services	\$200.00
6000.010	Depreciation Buildings	\$0.00
6000.020	Depreciation Equipment	\$0.00

Budget Worksheet Report

Account Number	Description	2014 Estimated Amount
Fund	620	Golf Course
Department	034	Golf Course
Division	090	Clubhouse
6190	Disposition of fixed assets	\$0.00
Division Total: Clubhouse		\$68,335.00
Department Total: Golf Course		\$911,325.00
Revenue Totals:		\$932,086.00
Expense Totals		\$911,325.00
Fund Total: Golf Course		\$20,761.00
Revenue Grand Totals:		\$932,086.00
Expense Grand Totals:		\$911,325.00
Net Grand Totals:		\$20,761.00

**GOLF COURSE FINANCIAL STATISTICS
AS OF July 31, 2014**



GOLF COURSE GREEN FEE REVENUE:

	TOTAL ROUNDS	TOTAL REVENUE
2014 YTD	18,173	442,232.97
2012 YTD	23,415	508,443.50
2011 YTD	15,508	395,251.00

PASSES PURCHASED:

		PASSES SOLD	TOTAL REVENUE
ADULTS	1,150	60	69,000.00
HUSBAND AND WIFE	2,150	2	4,300.00
SR CITIZEN (62+)	1,050	31	32,550.00
SR HUSBAND AND WIFE	1,950	1	1,950.00
ADULT 18-22	625	2	1,250.00
LIMITED JUNIOR	275	18	4,950.00
RESTRICTED ADULT (1A)	675	2	1,350.00
RESTRICTED SENIOR (1S)	575	0	0.00
RESTRICTED FAMILY (1F)	1,000	0	0.00
RESTRICTED OTHER (2)	475	0	0.00
TOTAL PASSES		116	115,350.00

PRO-SHOP SHARED REVENUE (CARTS):

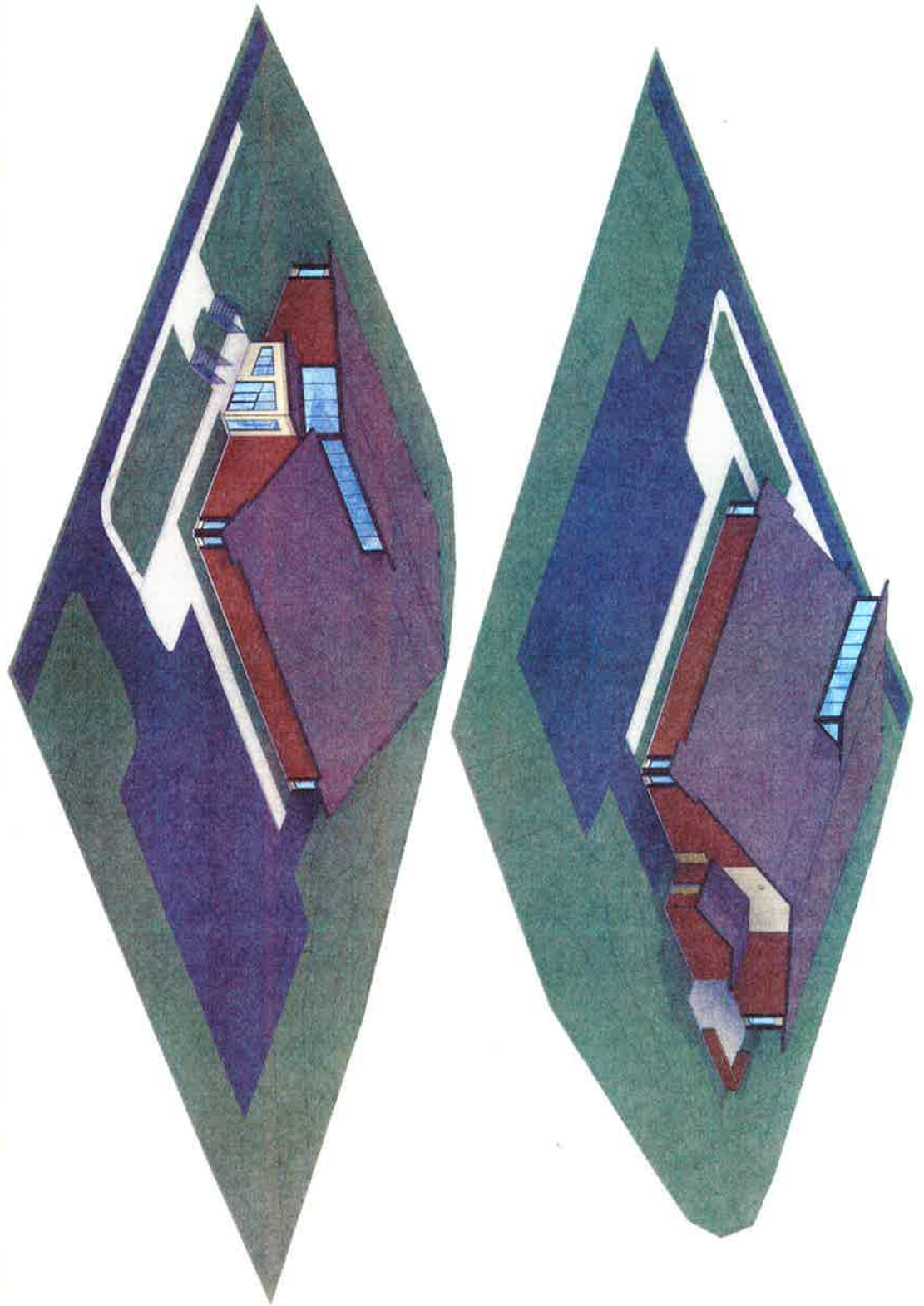
	COUNTY SHARE
2014 YTD	\$ 81,886.90
2012 YTD	\$ 37,375.20
2011 YTD	\$ 24,114.60

SAFARI STEAKHOUSE SHARED REVENUE:

	COUNTY SHARE
2014 YTD	51,392.72
2012 YTD	46,247.21
2011 YTD	48,140.44

TOTAL GOLF COURSE REVENUE:

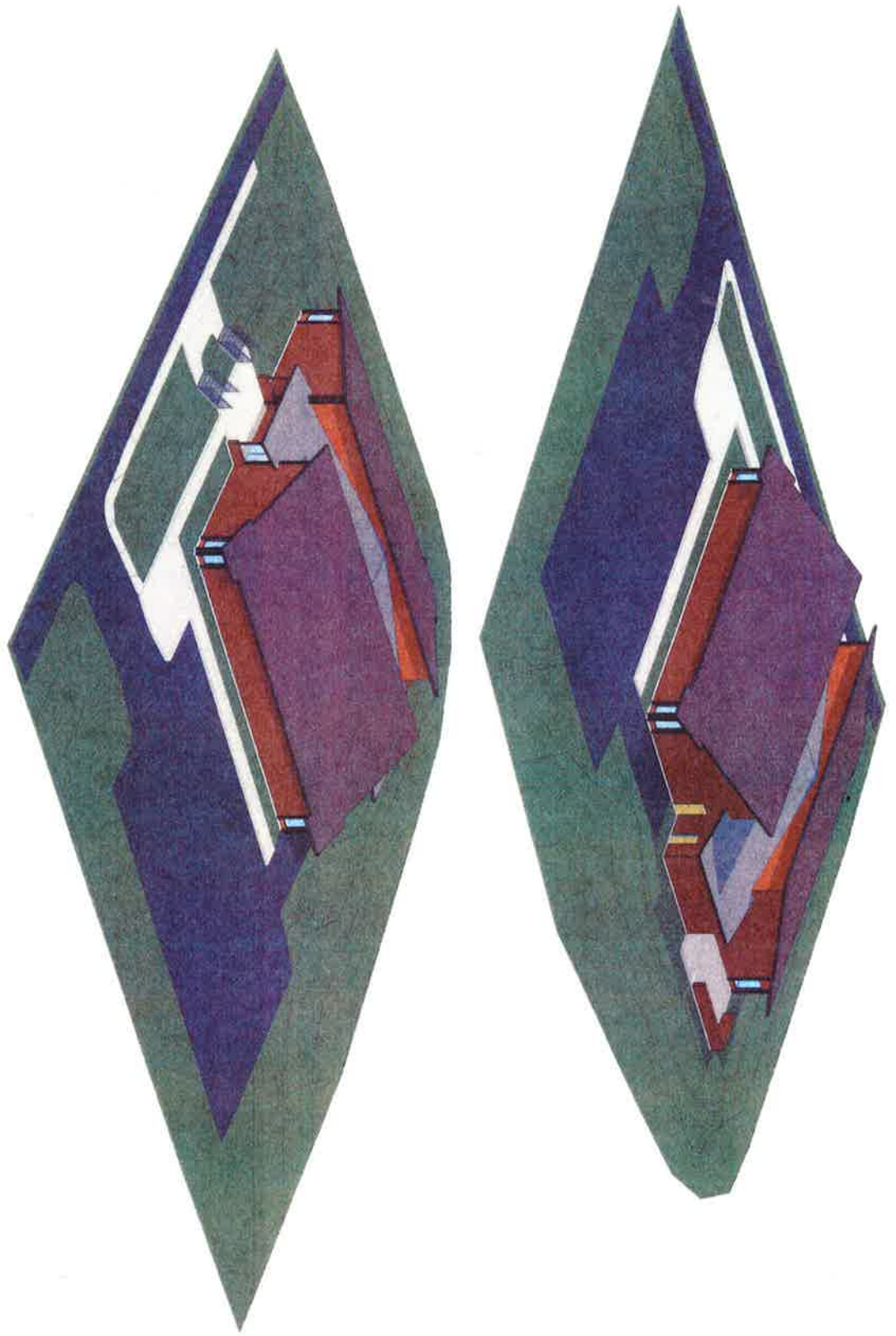
2014 YTD	2012 YTD	2011 YTD
563,638.48	567,924.45	474,483.48



ASHWAUBENON LIBRARY REMODEL-OPTION 3
3D BIRDSEYE VIEW

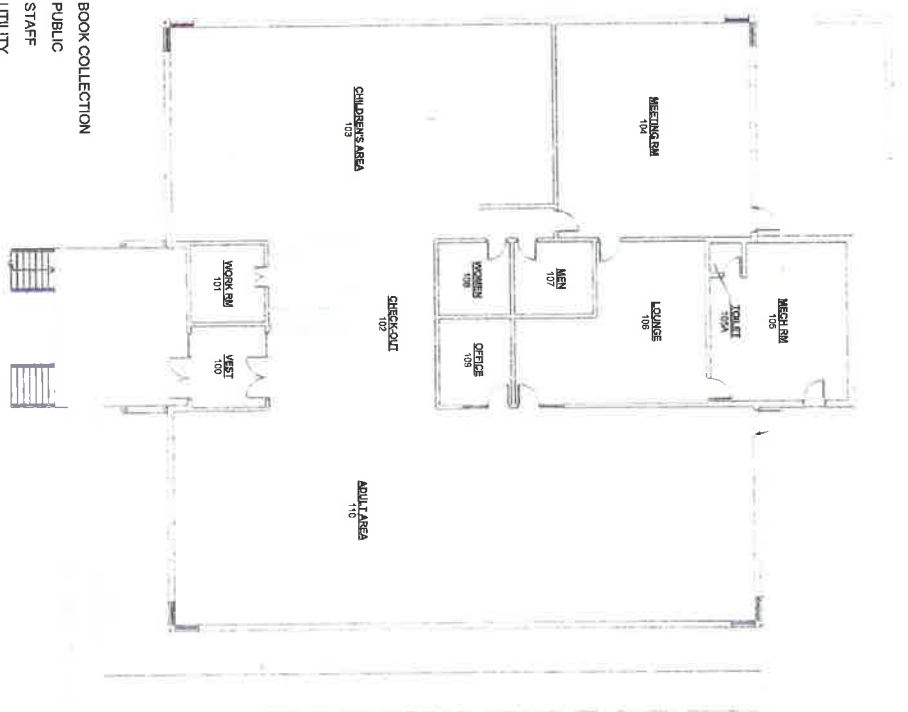
- ☐ BOOK COLLECTION
- ☐ NEW PUBLIC
- ☐ NEW STAFF
- ☐ PUBLIC
- ☐ STAFF
- ☐ UTILITY





ASHWAUBENON LIBRARY REMODEL-EXISTING
3D BIRDSEYE VIEW

- ☐ BOOK COLLECTION
- ☐ PUBLIC
- ☐ STAFF
- ☐ UTILITY



ASHWAUBENON LIBRARY REMODEL-EXISTING FIRST FLOOR PLAN